

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
	:	Examiner: Raquel Alvarez
Perry A Cohagan et al.)	
	:	Art Unit: 3688
Application No. 10/708,570)	
	:	Confirmation No. 2569
Filed: March 11, 2004)	
	:	
For: GEOGRAPHIC LOYALTY)	
SYSTEM AND METHOD	:	December 9, 2009

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed September 9, 2009, Applicants respectfully submit the following amendments and remarks.